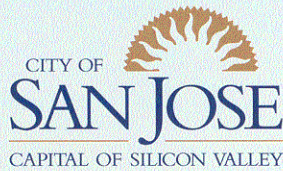


EVERGREEN VISIONING PROJECT



Summer 2004

Dear Evergreen Neighbor:

Please take a moment to review this important update about our Evergreen community.

Our community is growing. Over the next 10 years San Jose will grow to well over a million people. In fact, the Association of Bay Area Governments (ABAG) is projecting a 10 to 15% growth rate during this time. That means by the year 2015, San Jose is expected to add 150,000 people.

Our children and grandchildren will have a shared interest in the things that sustain every healthy, thriving community—a high quality of life; quality jobs, housing, transportation and schools; and the community amenities we all want in the place we call home.

Here in Evergreen we will have to do our fair share to plan effectively for the future. I have come to believe we can do it in a way that protects and enhances our quality of life.

As I talk to people in Evergreen they share their frustrations about past efforts—mostly finding out about new developments late in the process, or even after-the-fact.

Finding solutions our community can support is what the Evergreen Visioning Project (EVP) is all about.

EVP is a local planning initiative working to guide future planning decisions in Evergreen. The process takes a consensus-building approach to community planning with extensive public involvement. An EVP Community Task Force has been established to study the issues and make recommendations to the City.

We want to know what you think.

Please review the important information attached and send your thoughts back on the enclosed response card. Thank you. I look forward to hearing from you.

Sincerely,

Dave Cortese

City Council Member & Lifelong Evergreen Resident

EVERGREEN VISIONING PROJECT

What is the Evergreen Visioning Project?

The Evergreen Visioning Project (EVP) is a community-based planning initiative based on Smart Growth and community consensus-building principles. Outcomes of this effort will guide future local planning, land use, transportation, traffic and other decisions to enhance Evergreen's character and quality of life. By creating a community-supported "master plan" to guide future development, the community maximizes opportunities for sound, smart community planning and Evergreen's community character should more closely reflect the priorities of its residents.

Guided by...a Community Task Force

An EVP Task Force, composed of 31 Evergreen community members, serves as the working group for the Evergreen Visioning Project. The role of the Task Force is to study the issues, identify and analyze potential solutions, and provide recommendations to the broader community and the City of San Jose. Task Force membership is broad, including representatives of community, neighborhood, education, and business groups. City staff, major Evergreen property owners, urban design consultants and others are also involved. The EVP Task Force meets monthly and its meetings are open to the public.



Community Planning in Evergreen: Why this? Why Now?

In the past, successful City-sponsored Evergreen planning and policy initiatives, such as the Evergreen Specific Plan, the Evergreen Area Development Policy, and the Strong Neighborhoods Initiative, have effectively guided community planning and development in some but not all parts of the Evergreen Area. At the same time, major property owners have applied for or inquired about the possibility of General Plan amendments to

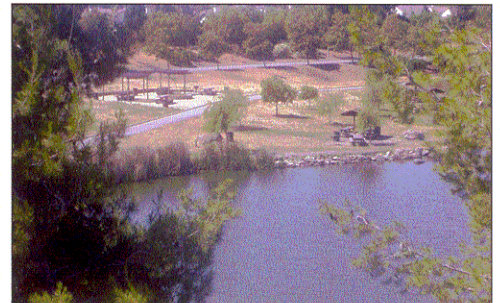
add housing and retail in the area. Rather than piecemeal General Plan modifications to allow new development, the EVP was established to create a larger, more comprehensive land use and transportation plan guided by the community's priorities. EVP engages community stakeholders of all kinds—residents, businesses, property owners, and others—to help plan for the future of Evergreen to benefit the community as a whole.

Community Involvement: an Integral Part of the Process

The EVP process includes many opportunities for community input including open Task Force meetings, community stakeholder meetings and ultimately public hearings before the Planning Commission, other relevant City Commissions, and the San Jose City Council. There will be ample opportunity for community input throughout the process.

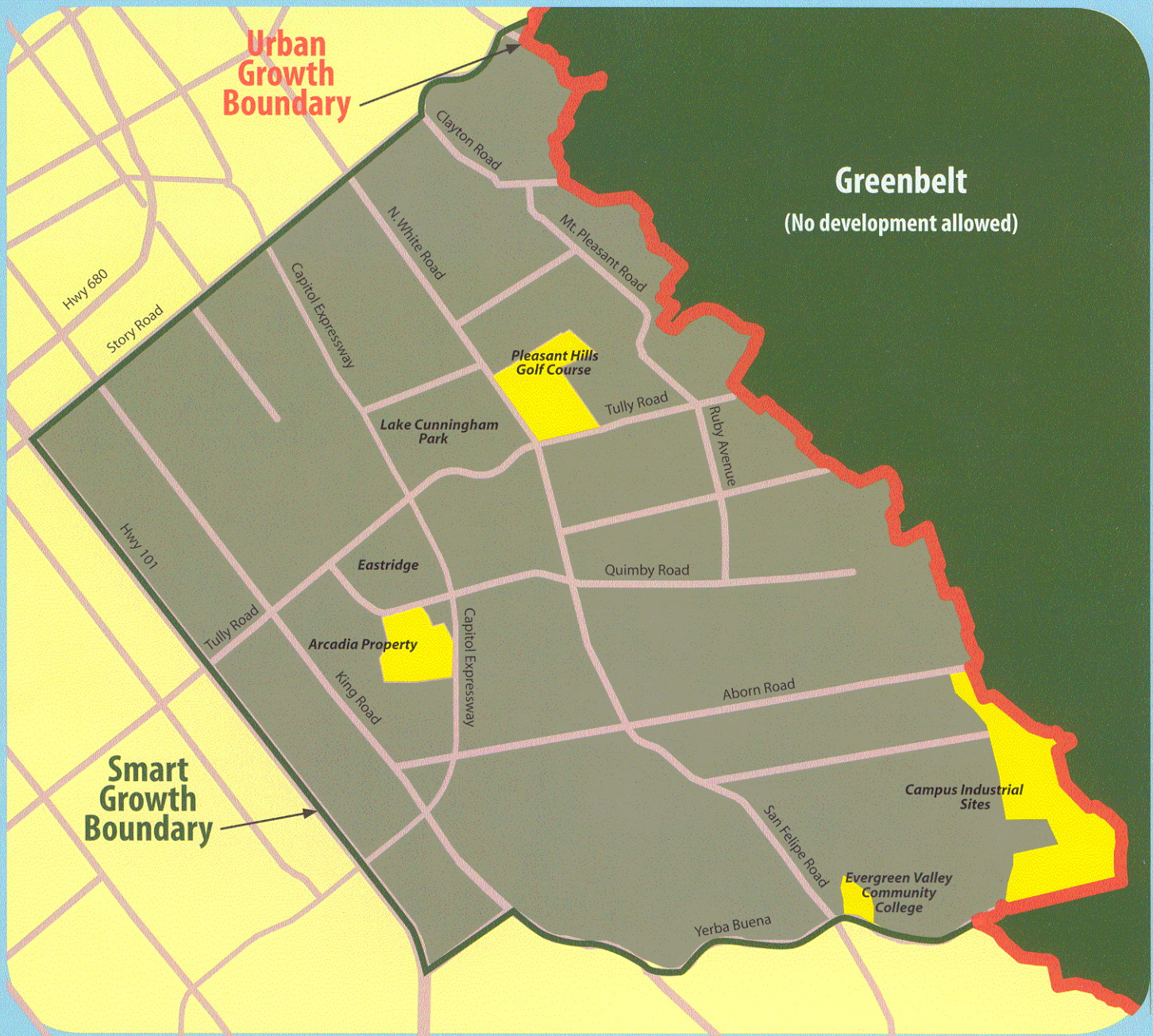
Smart Growth: How it applies to the Evergreen Visioning Project

Smart Growth is a city planning approach that focuses on land use and transportation issues with the goal of growing communities in a way that mirrors the values of local citizens. Benefits include healthy, thriving neighborhoods with amenities within walking distance of homes, reduced traffic congestion, and preserved open spaces. The EVP is putting Smart Growth principles to work as it builds a customized Evergreen Smart Growth Strategy (ESGS). The EVP Task Force, with the help of City Staff, is taking the lead. When the Task Force completes its work, there will be a comprehensive Strategy with proposed General Plan Amendments, a revision to the City's current Evergreen traffic policy, a set of recommended transportation improvements and community amenities, and a full environmental assessment (i.e., Environmental Impact Report) required to effectively plan for Evergreen's future.



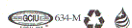
For more information go to www.sanjoseca.gov/planning/evergreen

Evergreen Visioning Project Study Area



Evergreen Visioning Project Task Force

Mike Alvarado	Alan Covington	Lillian Jones	Mark Milioto	Steve Tedesco
Sylvia Alvarez	Garth Cummings	Victor Klee	Steve Moore	Freda Wang
Tom Andrade	Bob Gill	Bill Kozlovsky	Caroline Navarro	Ike White
Rick Caton	Sherry Gilmore	Lou Kvitek	Khanh Nguyen	Homing Yip
Jenny Chang	Daniel Gould	Vikki Lang	Scott Nickle	Jim Zito
Iris Chen	Daniel Jacobs	Maria Lopez	Paul Pereira	
Chris Corpus	Timothy Johnson	Gordon Lund	Vince Songcayawon	



ADDITIONAL QUESTIONS AND ANSWERS ABOUT THE EVERGREEN VISIONING PROJECT

1 When was the Evergreen Visioning Project launched? Have key decisions already been made?

In response to changing conditions in the Evergreen community and many conversations with community stakeholders about their vision for a better Evergreen, the Evergreen Visioning Project (EVP) was launched in 2003 to effectively plan for the future Evergreen citizens wanted. With a unanimously approved funding agreement to support the effort by the San Jose City Council, the EVP Task Force began meeting in August 2003 and continues its work today. Specific recommendations resulting from EVP Task Force efforts will be considered by the San Jose City Council in 2005. Along the way there will be many opportunities for public input. No final policy decisions are expected until sometime in 2005.

2 How will the Evergreen Visioning Project support a more livable community?

Examples of EVP options to support a more livable community include:

- Improve Highway 101 and local roads
- Support the planned and funded extension of light rail to Evergreen/Eastridge
- Complete the Thompson Creek Trail and/or consider other enhancements to local parks
- Expand or construct new community facilities such as a youth center or library
- Attract a variety of new neighborhood restaurants
- Build a new sports field complex for Little League baseball and soccer youth leagues
- Attract additional retail and services (i.e., health clinics, bookstores, theaters)

3 What specifically guides decision-making on the EVP Task Force?

Members of the Task Force have spent many months studying the issues in the Evergreen community. In addition to observing Smart Growth and community

consensus-building principles, Task Force members have built and unanimously agreed upon a set of Guiding Principles, and a Community Amenities List reflecting community amenities (e.g., parks, ball fields, etc.) they agree are needed in Evergreen's future. To see these guiding documents please go to: www.sanjoseca.gov/planning/ and click on Evergreen Smart Growth Strategy.

4 What three essential components must be balanced to achieve a livable community?

There are a number of complexities to manage as we effectively plan for a better Evergreen. To create a win-win outcome, particular attention must be given to balancing:

1. **Traffic relief solutions** through funding and construction of new interchanges and widening of Highway 101 and local road improvements.
2. **Funding of community amenities**, as identified by residents, to enhance quality of life.
3. **Development options** to create new homes and generate the revenue to pay for the above mentioned transportation improvements and community amenities.

5 How can my voice be heard?

There are many ways to be heard:

- Complete and return the attached response card.
- Schedule an EVP representative to provide an update and gather input at your next neighborhood or community group meeting.
- Sign up to attend or host an EVP House Meeting.
- Attend an EVP Task Force meeting (which meets monthly).
- Call the City of San Jose's District 8 Council Office of Dave Cortese at: 408-277-5242.

We welcome your input and ideas!

6 How can I get more information?

Visit our web site at www.sanjoseca.gov/planning/evergreen.